This listing of claims will replace all prior versions, and listings, of claims in the application:

The Status of the Claims

242. (Currently Amended) A system in a computer networked environment for generating monitoring information about a display of content, comprising:

a content provider site that stores a content file, wherein the content file has embedded therein at least one computer executable monitoring instruction to cause generation of monitoring information about the display of content associated with the content file;

a content display site to receive the content file from the content provider site, to display the content associated with the content file, and to execute the monitoring instruction, wherein the content display site executes the at least one embedded monitoring instruction when the content file is accessed, thereby causing monitoring information about the display of the content to be generated; and

a remote site which did not transfer the content file from the content provider site to the content display site, which is different from the content provider site, and which is adapted to receive the generated monitoring information.

243. (Previously Presented)   The system of claim 242, wherein the at least one embedded computer executable monitoring instruction comprises at least one computer executable monitoring instruction that is located in the content file and that causes generation of the monitoring information about the display of the content.

244. (Previously Presented)   The system of claim 242, wherein the at least one embedded computer executable monitoring instruction comprises a link to at least one computer executable monitoring instruction that resides external to the content file and that causes generation of the monitoring information about the display of the content.

245. (Previously Presented)   The system of claim 242, wherein the generated monitoring information indicates that the content was displayed.

246. (Cancelled)

247. (Previously Presented)   The system of claim 242, wherein the generated monitoring information about the display of the content is stored on the remote site.

248. (Previously Presented)   The system of claim 247, wherein the remote site performs analysis on the generated monitoring information about the display of the content.

249.   (Previously Presented)   The system of claim 242,
wherein the content file is provided by a content provider with an assigned
account number, and wherein the generated monitoring information about the
display of the content contains the account number of the content provider.

250.   (Previously Presented)   The system of claim 242,
wherein the generated monitoring information about the display of the content
includes a time stamp.

251.   (Previously Presented)   The system of claim 242,
wherein the generated monitoring information about the display of the content
includes identifying information about the content display site.

252.   (Previously Presented)   The system of claim 242,
wherein the generated monitoring information about the display of the content
includes demographic information.

253.   (Currently Amended) A system in a computer networked
environment for detecting each time content is displayed at a content display
site, comprising:

a content provider site that stores a content file, wherein the
content file has embedded therein at least one computer executable monitoring
instruction to cause detection of display of content associated with the content
file;

a content display site to receive the content file from the

content provider site, to display the content associated with the content file,

and to execute the monitoring instruction, wherein when the content display

site reads the content file, the at least one embedded computer executable

monitoring instruction associated with the content file is executed at the

content display site, thereby causing display of the content to be detected and

causing generation of a data signal encoded with data indicating that the

content was displayed; and

a remote site which did not deliver the content file to the

content display site, which is different from the content provider site, and

which is adapted to receive the generated data signal.

254.   (Previously Presented)   The system of claim 253,

wherein the at least one embedded computer executable monitoring instruction

comprises at least one computer executable monitoring instruction that is

located in the content file and that detects the display of the content and

generates the data signal.

255.   (Previously Presented)   The system of claim 253,

wherein the at least one embedded computer executable monitoring instruction

comprises a link to at least one computer executable monitoring instruction

that resides external to the content file and that causes detection of the display

of the content and generation of the data signal.

256.   (Cancelled)

257.   (Previously Presented)   The system of claim 253, wherein the remote site extracts the encoded data from the data signal and stores the data.

258.   (Previously Presented)   The system of claim 257, wherein the remote site performs analysis on the stored data.

259.   (Previously Presented)   The system of claim 253, wherein the content file is provided by a content provider with an assigned account number, and wherein the encoded data of the data signal includes the account number of the content provider.

260.   (Previously Presented)   The system of claim 253, wherein the encoded data of the data signal includes a time stamp.

261.   (Previously Presented)   The system of claim 253, wherein the encoded data of the data signal includes identifying information about the content display site.

262.   (Previously Presented)   The system of claim 253, wherein the encoded data of the data signal includes demographic information.

263.   (Currently Amended) A system in a computer networked environment for detecting each time content is displayed at a content display site, comprising:

a computer readable medium having a content file originally provided by a content provider stored thereon, wherein the content file has embedded therein at least one computer executable monitoring instruction to cause detection of display of content associated with the content file;

a content display site to display the content associated with the content file and to execute the computer executable monitoring instruction, wherein the content display site only executes the at least one embedded computer executable monitoring instruction when if the content file provided by the content provider is accessed, thereby causing the display of the content to be detected and causing generation of a data signal encoded with data indicating that the content was displayed; and

a remote site which did not provide the content file to the content display site and adapted to receive the generated data signal.

264.   (Previously Presented)   The system of claim 263, wherein the computer readable medium is resident on a content provider site.

265.   (Cancelled)

266.   (Previously Presented)   The system of claim 263, wherein the computer readable medium is resident on the content display site.

267.   (Previously Presented)   The system of claim 263,

wherein the at least one embedded computer executable monitoring instruction

comprises at least one computer executable monitoring instruction that is

located in the content file and that detects the display of the content and

generates the data signal.

268.   (Previously Presented)   The system of claim 263,

wherein the at least one embedded computer executable monitoring instruction

comprises a link to at least one computer executable monitoring instruction

that resides external to the content file and that causes detection of the display

of the content and generation of the data signal.

269.   (Previously Presented)   The system of claim 263,

wherein the remote site extracts the encoded data from the data signal and

stores the data.

270.   (Previously Presented)   The system of claim 269,

wherein the remote site performs analysis on the stored data.

271.   (Previously Presented)   The system of claim 263,

wherein the content file is provided by a content provider with an assigned

account number, and wherein the encoded data of the data signal includes the

account number of the content provider.

272.   (Previously Presented)   The system of claim 263, wherein the encoded data of the data signal includes a time stamp.

273.   (Previously Presented)   The system of claim 263, wherein the encoded data of the data signal includes identifying information about the content display site.

274.   (Previously Presented)   The system of claim 263, wherein the encoded data of the data signal includes demographic information.

275.   (Currently Amended) A method for detecting each time content is displayed at a content display site, comprising:

        receiving a content file from a content provider site at a content display site, the content file having embedded therein at least one computer executable monitoring instruction that causes display of content associated with the content file to be detected;

        accessing the content file at the content display site to cause display of the content and execution of the at least one embedded computer executable monitoring instruction to cause generation of a data signal encoded with data indicating that the content was displayed; and

        transmitting the data signal to a remote site which did not transfer the content file from the content provider site to the content display site and which is different from the content provider site.

276.   (Cancelled)

277.   (Cancelled)

278.   (Previously Presented)   The method of claim 275,

wherein the at least one embedded computer executable monitoring instruction

comprises at least one computer executable monitoring instruction that is

located in the content file to detect the display of the content and to generate

the data signal.

279.   (Previously Presented)   The method of claim 275,

wherein the at least one embedded computer executable monitoring instruction

comprises a link to at least one computer executable monitoring instruction

that resides external to the content file to cause detection of the display of the

content and generation of the data signal.

280.   (Previously Presented)   The method of claim 275,

wherein the content file is provided by a content provider with an assigned

account number, and wherein the encoded data of the data signal includes the

account number of the content provider.

281.   (Previously Presented)   The method of claim 275,

wherein the encoded data of the data signal includes a time stamp.

282.   (Previously Presented)   The method of claim 275, wherein the encoded data of the data signal includes identifying information about the content display site.

283.   (Previously Presented)   The method of claim 275, wherein the encoded data of the data signal includes demographic information.

284.   (Previously Presented)   The method of claim 275, further comprising:

        extracting the encoded data from the data signal; and

        storing the extracted data at the remote site.

285.   (Cancelled)

286.   (Previously Presented)   The method of claim 284, further comprising analyzing the stored data.

287.   (Currently Amended) A computer readable medium comprising a file containing content for display and having embedded therein at least one computer executable monitoring instruction that, when executed, causes display of the content associated with the file to be detected, and at least one computer executable instruction that, when executed, causes data indicating the content was displayed to be transmitted to a remote site which did not supply the ~~content~~ file.

288. (Previously Presented) The computer readable medium of claim 287, wherein the computer readable medium is resident on a content provider site.

289. (Previously Presented) The computer readable medium of claim 287, wherein the computer readable medium is resident on a content display site.

290. (Previously Presented) The computer readable medium of claim 287, wherein the at least one embedded computer executable monitoring instruction comprises at least one computer executable monitoring instruction that is located in the file to detect the display of the content associated with the file.

291. (Previously Presented) The computer readable medium of claim 287, wherein the at least one embedded computer executable monitoring instruction comprises a link to at least one computer executable monitoring instruction that resides external to the file to cause detection of the display of the content associated with the file.

292-312 (Cancelled).

313. (Previously Presented) An article of manufacture comprising a tangible medium storing executable machine readable instructions comprising:

a computer executable display instruction which, when executed, causes an image originally provided by a content provider to be displayed on a display device;

a computer executable monitoring instruction associated with the display instruction such that the monitoring instruction is executed to monitor the display when the image is displayed and such that the monitoring instruction is not executed when the image is not displayed; and

a computer executable transmit instruction which, when executed, causes data indicating the image was displayed to be transmitted to a remote site which did not supply the image.

314.   (Previously Presented)   An article of manufacture comprising a tangible medium storing executable machine readable instructions comprising:

a computer executable display instruction which, when executed, causes an image originally provided by a content provider to be displayed on a display device;

a computer executable monitoring instruction which, when executed, gathers monitoring information concerning display of the image; and

a computer executable transmit instruction which, when executed, causes the monitoring information to be transmitted to a remote site which did not supply the image, wherein the monitoring instruction and the display instruction are embedded in an HTML file such that the monitoring instruction is only executed when the HTML file is executed to display the image.

315. (Previously Presented) An article of manufacture comprising a tangible medium storing executable machine readable instructions comprising:

a computer executable display instruction which, when executed, causes an image originally provided by a content provider to be displayed on a display device;

a computer executable monitoring instruction which, when executed, gathers monitoring information concerning display of the image; and

a computer executable transmit instruction which, when executed, causes the monitoring information to be transmitted to a remote site which did not supply the image, wherein the display instruction is embedded in an HTML file and the monitoring instruction is referenced by the HTML file such that the monitoring instruction is only executed when the HTML file is executed to display the image.

316. (Previously Presented) The method of claim 275, further comprising storing the content file at the content display site, wherein accessing the content file at the content display site comprises accessing the stored content file.

Please add the following new claims:

317   (New) A method for detecting display of content by a browser, comprising:

sending a request for a web page identified by a first universal resource locator from a content display site to a content provider server via a public computer network;

receiving an HTML file from the content provider site at the content display site, the HTML file containing at least one computer executable display instruction that causes display of content associated with the HTML file and at least one computer executable monitoring instruction that causes display of the content to be detected at the content display site;

executing the at least one computer executable display instruction at the content display site to cause display of the content;

executing the at least one embedded computer executable monitoring instruction received with the content file at the content display site to cause generation of a data signal indicating that the content was displayed; and

transmitting the data signal from the content display site to a remote site which is different from the content provider site and which did not transfer the HTML file from the content provider site to the content display site.

318.   (New) A system in a computer networked environment for generating monitoring information about a display of content, comprising:

a first content provider site that stores a first content file, wherein the first content file is associated with at least one computer readable instruction to cause display of content associated with the first content file, and at least one computer readable instruction to cause a request for a second content file; and

a second content provider site that stores the second content file, wherein the second content file is associated with at least one computer readable instruction to display content associated with the second content file with the content associated with the first content file, and the second content file is associated with at least one computer readable monitoring instruction to cause generation of monitoring information relating to the display of the content associated with the second content file; and

a content display site to receive the first content file from the first content provider site, to request the second content file from the second content provider site, to display the content associated with the first content file and the content associated with the second content file substantially simultaneously on a same display, wherein the content display site executes the at least one computer readable monitoring instruction when the second content file is accessed, thereby causing monitoring information about the display of the content associated with the second content file to be collected.

319.   (New) A system as defined in claim 318 wherein the monitoring information about the display of the content associated with the

second content file is collected without collecting monitoring information about the content of the first content file.

320. (New) A method to monitor traffic at a first server providing free, unregistered access to a web page to clients via the Internet, the method comprising:

receiving from an unregistered client a request for a web page at the first server; and

downloading an HTML file for constructing the requested web page from the first server to the unregistered client without requiring registration of the client, the HTML file including at least one computer readable monitoring instruction for monitoring a user input relating to the requested web page and at least one computer readable monitoring instruction for transferring monitoring information generated by the at least one computer readable monitoring instruction to a second server which did not transfer the HTML file from the first server to the unregistered client and which is different from the first server.

321. (New) The method of claim 320, wherein the at least one computer readable monitoring instruction comprises at least one computer readable monitoring instruction that is located in the HTML file and that causes generation of the monitoring information.

322. (New) The method of claim 320, wherein the at least one computer readable monitoring instruction comprises a link to at least one

computer readable monitoring instruction that resides external to the content file and that causes generation of the monitoring information.

323.   (New) The method of claim 320 wherein the user input comprises a mouse click.

324.   (New) The method of claim 320 wherein the user input comprises a keyboard input.

324.   (New) The method of claim 320 wherein the user input is monitored by monitoring events transmitted by the operating system of the unregistered client.

325.   (New) A method to monitor user events relating to a web page provided by a first server to clients requesting the web page via the Internet, the method comprising:

embedding a computer executable monitoring instruction in an HTML file which, when executed by a client accessing the HTML file, generates monitoring information concerning user events relating to the web page associated with the HTML file;

embedding a computer executable transfer instruction in the HTML file which, when executed, transfers the monitoring information to a data collection server;

responding to a request for the HTML file from a first client by downloading a copy of the requested HTML file via the Internet to the first client;

responding to a request for the HTML file from a second client by downloading a copy of the requested HTML file via the Internet to the second client; and

receiving a report from the data collection server concerning the user events of the first and second clients with respect to the copies of the HTML file.

326.   (New) The method of claim 325, wherein the at least one embedded computer executable monitoring instruction comprises at least one computer executable monitoring instruction that is located in the HTML file and that causes generation of the monitoring information.

327.   (New) The method of claim 325, wherein the at least one embedded computer executable monitoring instruction comprises a link to at least one computer executable monitoring instruction that resides external to the content file and that causes generation of the monitoring information.

328.   (New) The method of claim 325, wherein the first and second clients are not registered with the first server or the data collection server.

329.   (New) The method of claim 325 wherein the data collection server collects monitoring information with respect to the web page provided by the first server and a second web page provided by a second server.

330.   (New) The method of claim 325, wherein the user events are events transmitted by an operating system of the first or the second client.

331.   (New) The system of claim 242, wherein the monitoring information about the display of the content generated at the content display site includes information concerning a user input relating to the content displayed at the content display site.

332.   (New) The system of claim 331, wherein the user input comprises a mouse click.

333.   (New) The system of claim 331, wherein the user input comprises a keyboard input.

334.   (New) The system of claim 331, wherein the user input is monitored by monitoring events transmitted by an operating system of the content display site.

335.   (New) The system of claim 242, wherein the monitoring information about the display of the content generated at the content display

site includes information concerning a user selection relating to the content

displayed at the content display site.

336.   (New) The system of claim 335, wherein the user selection

comprises a hyperlink selection.

337.   (New) The system of claim 335, wherein the user selection

comprises selection of a user interface mechanism.

338.   (New) The system of claim 335, wherein the user selection

comprises selection of a graphical pushbutton.

339.   (New) The system of claim 335, wherein the user selection is

monitored by monitoring events transmitted by an operating system of the

content display site.

340.   (New) The system of claim 242, wherein the monitoring

information about the display of the content generated at the content display

site includes information concerning a user event relating to the content

displayed at the content display site.

341.   (New) The system of claim 340, wherein the user event is an

event transmitted by an operating system of the content display site.

342.   (New) The system of claim 253, wherein the data indicating that the content was displayed comprises information identifying a user input relating to the content displayed at the content display site.

343.   (New) The system of claim 342, wherein the user input comprises a mouse click.

344.   (New) The system of claim 342, wherein the user input comprises a keyboard input.

345.   (New) The system of claim 342, wherein the user input is monitored by monitoring events transmitted by an operating system of the content display site.

346.   (New) The system of claim 253, wherein the data indicating that the content was displayed comprises information identifying a user selection relating to the content displayed at the content display site.

347.   (New) The system of claim 346, wherein the user selection comprises a hyperlink selection.

348.   (New) The system of claim 346, wherein the user selection comprises selection of a user interface mechanism.

349.   (New) The system of claim 346, wherein the user selection comprises selection of a graphical pushbutton.

350.   (New) The system of claim 346, wherein the user selection is monitored by monitoring events transmitted by an operating system of the content display site.

351.   (New) The system of claim 253, wherein the data indicating that the content was displayed comprises information identifying a user event relating to the content displayed at the content display site.

352.   (New) The system of claim 351, wherein the user event is an event transmitted by an operating system of the content display site.

353.   (New) The system of claim 263, wherein the data indicating that the content was displayed includes information concerning a user input relating to the content displayed at the content display site.

354.   (New) The system of claim 353, wherein the user input comprises a mouse click.

355   (New) The system of claim 353, wherein the user input comprises a keyboard input.

356. (New) The system of claim 353, wherein the user input is monitored by monitoring events transmitted by an operating system of the content display site.

357. (New) The system of claim 263, wherein the data indicating that the content was displayed includes information concerning a user selection relating to the content displayed at the content display site.

358. (New) The system of claim 357, wherein the user selection comprises a hyperlink selection.

359. (New) The system of claim 357, wherein the user selection comprises selection of a user interface mechanism.

360. (New) The system of claim 357, wherein the user selection comprises selection of a graphical pushbutton.

361. (New) The system of claim 357, wherein the user selection is monitored by monitoring events transmitted by an operating system of the content display site.

362. (New) The system of claim 263, wherein the data indicating that the content was displayed includes information concerning a user event relating to the content displayed at the content display site.

363.   (New) The system of claim 362, wherein the user event is an event transmitted by an operating system of the content display site.

364.   (New) The method of claim 275, wherein the data indicating that the content was displayed comprises information identifying a user input relating to the content displayed at the content display site.

365.   (New) The method of claim 364, wherein the user input comprises a mouse click.

366.   (New) The method of claim 364, wherein the user input comprises a keyboard input.

367.   (New) The method of claim 364, wherein the user input is monitored by monitoring events transmitted by an operating system of the content display site.

368.   (New) The method of claim 275, wherein the data indicating that the content was displayed includes information concerning a user selection relating to the content displayed at the content display site.

369.   (New) The method of claim 368, wherein the user selection comprises a hyperlink selection.

370. (New) The method of claim 368, wherein the user selection comprises selection of a user interface mechanism.

371. (New) The method of claim 368, wherein the user selection comprises selection of a graphical pushbutton.

372. (New) The method of claim 368, wherein the user selection is monitored by monitoring events transmitted by an operating system of the content display site.

373. (New) The method of claim 275, wherein the data indicating that the content was displayed includes information concerning a user event relating to the content displayed at the content display site.

374. (New) The method of claim 373, wherein the user event is an event transmitted by an operating system of the content display site.

375. (New) The computer readable medium of claim 287, wherein the data indicating that the content was displayed includes information reflecting a user input.

376. (New) The computer readable medium of claim 375, wherein the user input comprises a mouse click.

377.   (New) The computer readable medium of claim 375, wherein the user input comprises a keyboard input.

378.   (New) The computer readable medium of claim 375, wherein the user input is monitored by monitoring events transmitted by an operating system.

379.   (New) The computer readable medium of claim 287, wherein the data indicating that the content was displayed includes information reflecting a user selection.

380.   (New) The computer readable medium of claim 379, wherein the user selection comprises a hyperlink selection.

381.   (New) The computer readable medium of claim 379, wherein the user selection comprises selection of a user interface mechanism.

382.   (New) The computer readable medium of claim 379, wherein the user selection comprises selection of a graphical pushbutton.

383.   (New) The computer readable medium of claim 379, wherein the user selection is monitored by monitoring events transmitted by an operating system.

384. (New) The computer readable medium of claim 287, wherein the data indicating that the content was displayed includes information concerning a user event.

385. (New) The computer readable medium of claim 384, wherein the user event is an event transmitted by an operating system.

386. (New) The article of manufacture of claim 313, wherein the data indicating that the image was displayed is information identifying a user input relating to the image.

387. (New) The article of manufacture of claim 386, wherein the user input comprises a mouse click.

388 (New) The article of manufacture of claim 386, wherein the user input comprises a keyboard input.

389. (New) The article of manufacture of claim 386, wherein the user input is monitored by monitoring events transmitted by an operating system.

390. (New) The article of manufacture of claim 313, wherein the data indicating that the image was displayed is information identifying a user selection relating to the image.

391.   (New) The article of manufacture of claim 390, wherein the user selection comprises a hyperlink selection.

392.   (New) The article of manufacture of claim 390, wherein the user selection comprises selection of a user interface mechanism.

393.   (New) The article of manufacture of claim 390, wherein the user selection comprises selection of a graphical pushbutton.

394.   (New) The article of manufacture of claim 390, wherein the user selection is monitored by monitoring events transmitted by an operating system.

395.   (New) The article of manufacture of claim 313, wherein the data indicating that the image was displayed includes information concerning a user event relating to the image.

396.   (New) The article of manufacture of claim 395, wherein the user event is an event transmitted by an operating system.

397.   (New) The article of manufacture of claim 314, wherein the monitoring information concerning display of the image includes information reflecting a user input relating to the image.

398.   (New) The article of manufacture of claim 397, wherein the user input comprises a mouse click.

399.   (New) The article of manufacture of claim 397, wherein the user input comprises a keyboard input.

400.   (New) The article of manufacture of claim 397, wherein the user input is monitored by monitoring events transmitted by an operating system.

401.   (New) The article of manufacture of claim 314, wherein the monitoring information concerning display of the image includes information reflecting a user selection relating to the image.

402.   (New) The article of manufacture of claim 401, wherein the user selection comprises a hyperlink selection.

403.   (New) The article of manufacture of claim 401, wherein the user selection comprises selection of a user interface mechanism.

404.   (New) The article of manufacture of claim 401, wherein the user selection comprises selection of a graphical pushbutton.

405.   (New) The article of manufacture of claim 401, wherein the user selection is monitored by monitoring events transmitted by an operating system.

406.   (New) The article of manufacture of claim 314, wherein the data indicating that the image was displayed includes information concerning a user event relating to the image.

407.   (New) The article of manufacture of claim 401, wherein the user event is an event transmitted by an operating system.

408.   (New) The article of manufacture of claim 315, wherein the monitoring information concerning display of the image reflects at least one user input.

409.   (New) The article of manufacture of claim 408, wherein the user input comprises a mouse click.

410.   (New) The article of manufacture of claim 408, wherein the user input comprises a keyboard input.

411.   (New) The article of manufacture of claim 408, wherein the user input is monitored by monitoring events transmitted by an operating system.

412.   (New) The article of manufacture of claim 315, wherein the monitoring information concerning display of the image reflects at least one user selection.

413.   (New) The article of manufacture of claim 412, wherein the user selection comprises a hyperlink selection.

414.   (New) The article of manufacture of claim 412, wherein the user selection comprises selection of a user interface mechanism.

415.   (New) The article of manufacture of claim 412, wherein the user selection comprises selection of a graphical pushbutton.

416.   (New) The article of manufacture of claim 412, wherein the user selection is monitored by monitoring events transmitted by an operating system.

417.   (New) The article of manufacture of claim 315, wherein the monitoring information concerning display of the image reflects at least one user event.

418.   (New) The article of manufacture of claim 417, wherein the user event is an event transmitted by an operating system.

419.   (New) The method of claim 317, wherein the data signal indicating that the content was displayed identifies at least one user input.

420.   (New) The method of claim 419, wherein the user input comprises a mouse click.

421.   (New) The method of claim 419, wherein the user input comprises a keyboard input.

422   (New) The method of claim 419, wherein the user input is monitored by monitoring events transmitted by an operating system of the content display site.

423.   (New) The method of claim 317, wherein the data indicating that the content was displayed identifies at least one user selection relating to the content displayed at the content display site.

424.   (New) The method of claim 423, wherein the user selection comprises a hyperlink selection.

425.   (New) The method of claim 423, wherein the user selection comprises selection of a user interface.

426.   (New) The method of claim 423, wherein the user selection comprises selection of a graphical pushbutton.

427.   (New) The method of claim 423, wherein the user selection is monitored by monitoring events transmitted by an operating system of the content display site.

428.   (New) The method of claim 317, wherein the data indicating that the content was displayed identifies at least one user event relating to the content displayed at the content display site.

429.   (New) The method of claim 428, wherein the user event is an event transmitted by an operating system of the content display site.

430.   (New) The system of claim 318, wherein the monitoring information about the display of the content reflects at least one user input relating to the content displayed at the content display site.

431.   (New) The system of claim 430, wherein the user input comprises a mouse click.

432.   (New) The system of claim 430, wherein the user input comprises a keyboard input.

433.   (New) The system of claim 430, wherein the user input is monitored by monitoring events transmitted by an operating system of the content display site.

434.   (New) The system of claim 318, wherein the monitoring information about the display of the content reflects at least one user selection relating to the content displayed at the content display site.

435.   (New) The system of claim 434, wherein the user selection comprises a hyperlink selection.

436.   (New) The system of claim 434, wherein the user selection comprises selection of a user interface mechanism.

437.   (New) The system of claim 434, wherein the user selection comprises selection of a graphical pushbutton.

438.   (New) The system of claim 434, wherein the user selection is monitored by monitoring events transmitted by an operating system of the content display site.

439.   (New) The system of claim 318, wherein the monitoring information about the display of the content reflects at least one user event relating to the content displayed at the content display site.

440.   (New) The system of claim 439, wherein the user event is an event transmitted by an operating system of the content display site.